



ONLINE EXISTENCE: IMPACTS OF SOCIAL MEDIA ON SMES BATIK GARUTAN IN INDONESIA

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ABSTRACT

Existence is the key word required by all business organization especially after the spread of Covid-19 pandemic. The SMEs including Batik Garutan in Indonesia need to have innovative and adaptive steps in dealing with the business changes during pandemic. There are a number of ways so that business can exist amid the pandemic. One of them is to utilize social media as affordable marketing platform for SMEs of Batik Garutan in Indonesia. This study is intended to find out the role and influence of social media used by SMEs of Batik Garutan in Indonesia. This study used quantitative approach and involved 33 respondents who are the owner or manager of SMEs that sell Batik Garutan online. The analysis instrument used was SmartPLS. The finding of this study obtained showed that the social media influence was greatly significant and positive on the business performance of SMEs Batik Garutan, especially after the policy of social restriction was decided. This study concludes that social media is affordable marketing media, effective and efficient media. In addition to, social media has massive community that will benefit SMEs Batik Garutan to exist amid Covid-19 pandemic.

Keywords: *Social Media Exposure; SMEs Batik; Business Performance; COVID-19.*